# MAIN PROJECTS, 94.12.4

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***- - - - - - - - - - - - - - - - - - - - - - - - - - - for the HyperLab:***

**TATSUNO OTSHIGO-Ku**
Seahorse World.

***The Receipt & Two-Identity Client (devt of our WWWClient)***

***- - - - - - - - - - - - - - - - - - - - - - - - - - - the Autobiography:***

***WORLD ENOUGH***
A Collateral Hypertext.

***- - - - - - - - - - - - - - - - - - - - - - - - - - - Books:***

***THE FUTURE OF INFORMATION***

incl. esp. rel

***CINEMA OF THE MIND:***
***Software Design and the Arts of Virtuality.***

***Replacing the Printed Word.*** (Anthology.)

***The Design of Media.***

***- - - - - - - - - - - - - - - - - - - - - - - - - - - Xanadu:***

***The Royalty Server (with Gordon Whiting)***

***The Receipt & Two-Identity Client (with HyperLab)***

***The Network Mint Package.***

# MAIN PROJECTS, 94.12.4

# THEY DON'T ALWAYS KNOW WHAT THEY'RE GOOD FOR

**Ted Nelson, Research Fellow, Sapporo HyperLab.**

A friend and I have been working with Relational Databases awhile now. I spotted a product that I thought would help prototype the tables. We will call it "Leo."

I talked to the Director of Marketing for the company that made it. I told her the product looked like an excellent compiler for databases themselves. She said, "Oh, no, this is a development tool for client applications."

Well, we bought it anyway. But my friend got a lot of much heavier-duty development systems. One from a company we shall call SighPlace, a company that makes superb professional network database systems. And another from an outfit in Canada that was said to make the very best development tools.

Well, my friend Gordon started blasting away with his prototyping, discarding design after design.

(It is an interesting aspect of Relational Database that while it has an Impeccable Mathematical Foundation, there is nevertheless a terrible amount of optimization hanky-panky necessary after all. Of course, the mathematicians simply regard that as an Implementation Problem.)

After many days and nights of intense communing with the problem, Gordon emerged with a structure he says is good.

And he says he tried all the tools.

And what was the very best prototyping tool for relational database?

Of course. It was our friend Leo. The program that the director of marketing said was for Something Else.

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**This highlights a problem.**
The wacky wonderful thing about computerdom is that nothing is what people think it is, or everything could also be thought about in another way as well, and so the viewpoints are pretty wild. In the transportation field, it would be unthinkable for a new rollerskate design to suddenly take over the trucking industry, or for the most carefully designed Jumbo Jet to be less suitable for hauling passengers than some kind of new ultralight glider.

But this happens in computerdom all the time.

**The pity is,**
the director of marketing for the Leo company probably won't want to know about this application for her product, even after she reads this article.

It probably won't fit in with her marketing plans.